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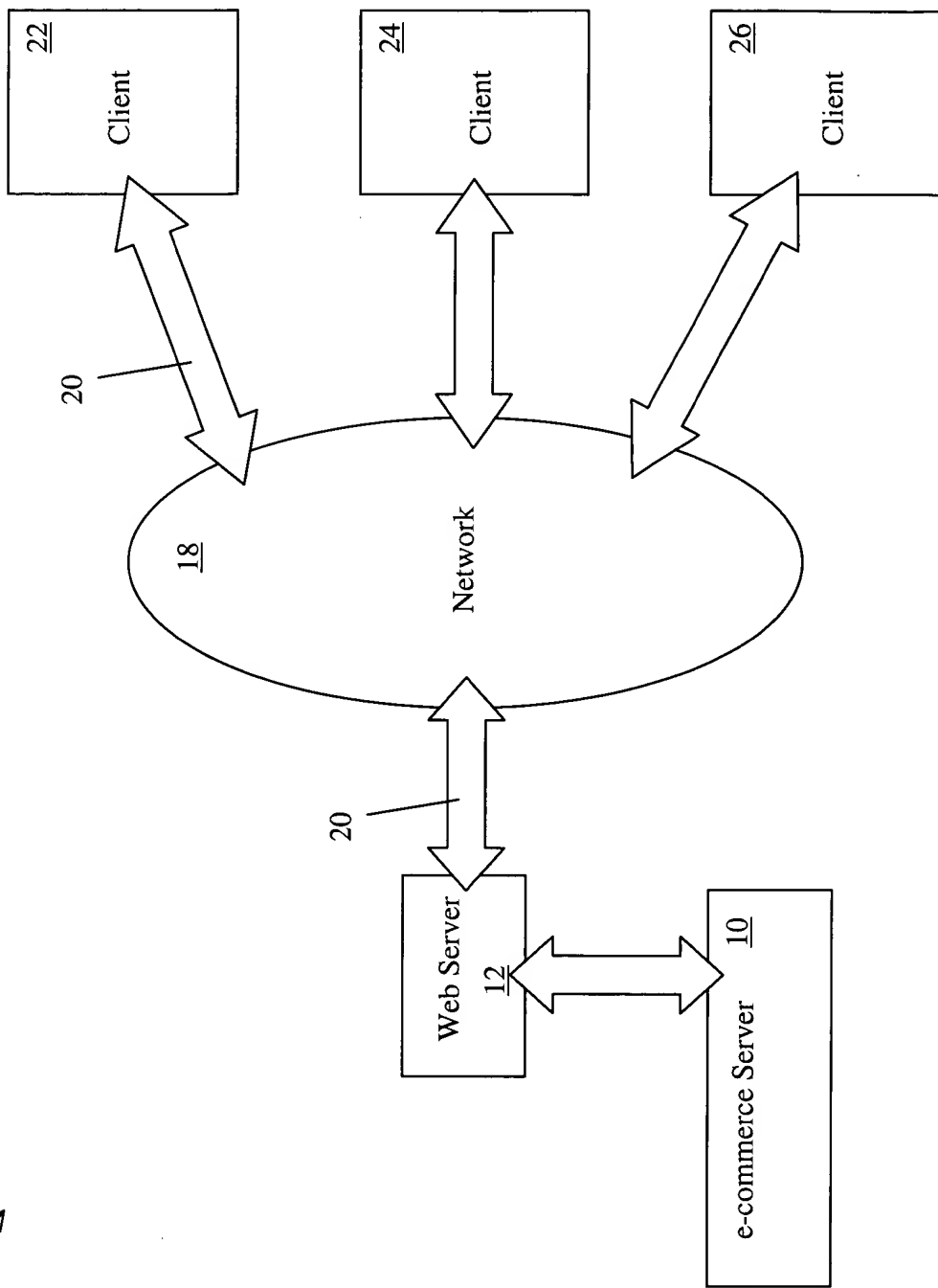


Fig. 1

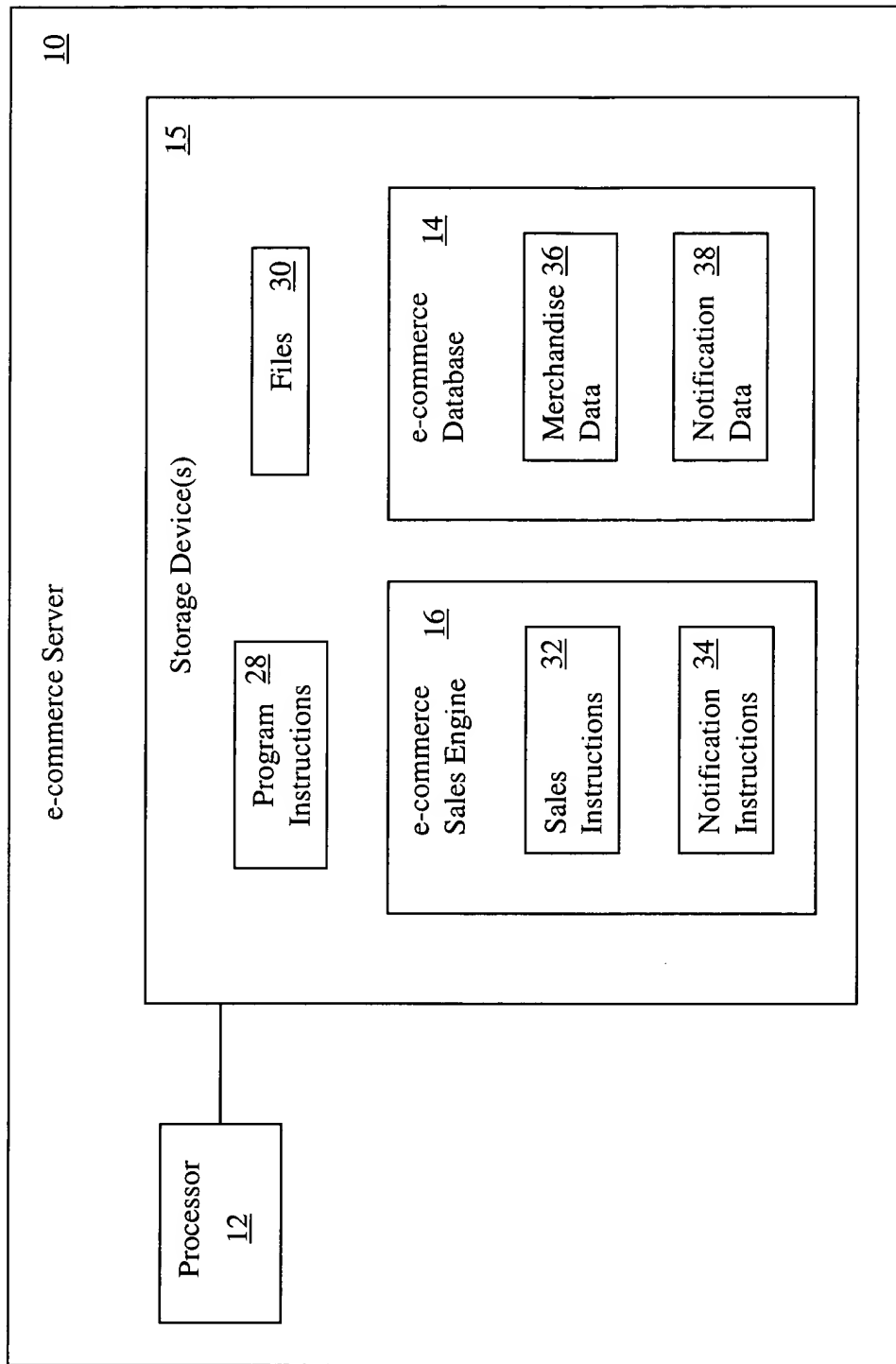


Fig. 2

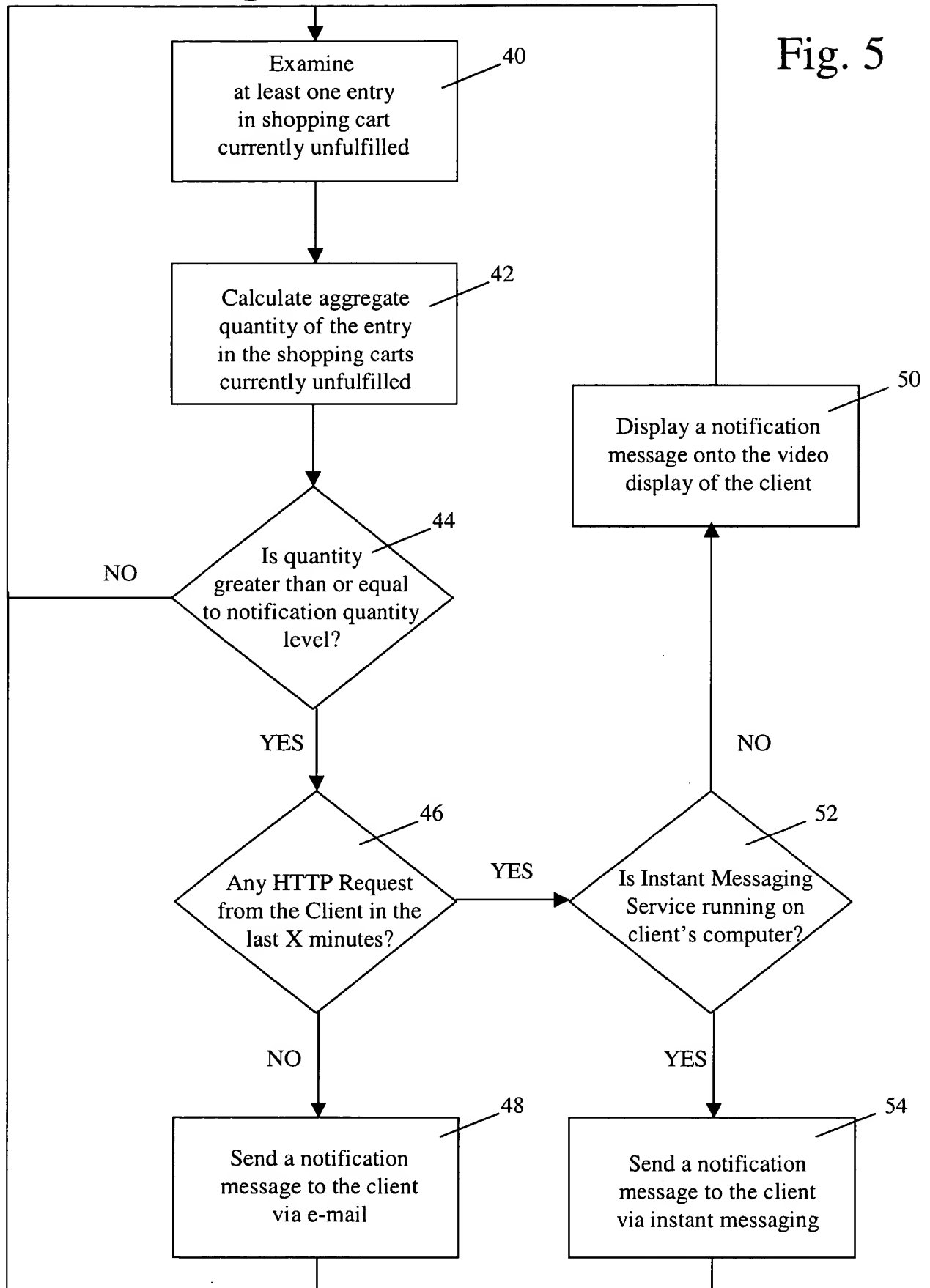
Item	Quantity Available
Video Card	100
Speakers	50
Keyboard	25
Monitor	75
Mouse	150

Fig. 3

Item	Quantity Available	Order Conversion Rate	Global Order Conversion Rate
Video Card	100	25%	10%
Speakers	50	8%	10%
Keyboard	30	20%	10%
Monitor	20	5%	10%
Mouse	70	15%	10%

Fig. 4

Fig. 5



Dear Valued Customer,

We wish to inform you of the popularity of merchandise X that you have selected into your shopping cart for a potential purchase. Due to its popularity, the item may not be available for immediate shipment to you unless your transaction is completed in the next Z minutes. Presently, merchandise X has been selected for potential purchase by Y customers. According to our estimates, our current inventory on-hand may be exhausted should a greater than expected number of the Y customers decide to purchase merchandise X.

Regardless of your decision, merchandise X is still available for purchase and will be shipped to you according to inventory on-hand, should you choose to defer your purchase after the time period noted.

Thank you for your patronage and consideration!

Vendor

Fig. 6

Item	Quantity Available	Order Conversion Rate	Global Order Conversion Rate	Safety Margin Factor
Video Card	100	25%	5%	10%
Speakers	50	10%	5%	5%
Keyboard	30	20%	5%	10%
Monitor	20	5%	5%	20%
Mouse	70	15%	5%	5%

Fig. 8

Customer ID	Group	Notification Rank
Buyer 1	New	2
Buyer 2	New	2
Buyer 3	Preferred	3
Buyer 4	Average	1
Buyer 5	Average	1

Fig. 9